

National Preparedness Month 2018

Partner Toolkit

The Power of Preparedness: Prepare Your Health

The hurricanes of 2017 reminded us all of not just the importance but also the necessity of being prepared to protect the health of your family until help arrives.

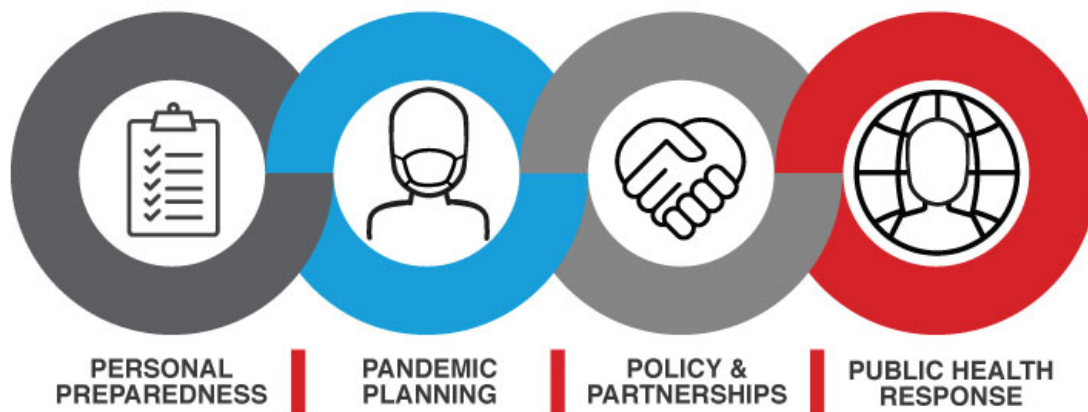
This September, the CDC Office of Public Health Preparedness and Response (PHPR) wants to remind people of the [The Power of Preparedness](#) and that it takes everyone “pulling in the same direction” to build communities and a nation that can withstand, adapt to, and recover from complex public health challenges.

This year’s call-to-action is Prepare Your Health (#PrepYourHealth). There are four weekly themes highlighting the roles individuals, state and local public health, and CDC play in creating resilient health communities.

We created the following toolkit for you to use at your discretion as part of your National Preparedness Month (#NatlPrep) messaging. Feel free to use the tweets and posts verbatim, or to localize the messages for your audiences. We welcome all feedback, including topic suggestions for additional toolkits, in an effort to improve the usability and usefulness of future resources.

Hashtags

- #PrepYourHealth
- #NatlPrep



www.cdc.gov/phpr/npm



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Social Media Content

Week 1: September 1-8

Personal Health Preparedness

Every healthy decision you make and preparedness action you take supports [community resilience](#), and improves your family's ability to respond to a public health emergency. Be prepared with nonperishable food, [safe water](#), [basic supplies](#), and the personal items you'll need to protect your health until help arrives.

Social media:

Twitter

- #PrepYourHealth for a #publichealth emergency, like #pandemic #flu, by learning, living, & letting others know about personal #health preparedness: Personal needs, Paperwork, Prescriptions, Power sources, & Practical skills. <https://www.cdc.gov/phpr/npm/npm2018.htm> #NatIPrep
- Kids like to help. Use #ReadyWrigley checklists & activity books to help explain #emergency preparedness to children & involve them in gathering #health supplies. Download them for free at <https://www.cdc.gov/phpr/readywrigley/index.htm> #PrepYourHealth #NatIPrep
- About 47% of sudden cardiac deaths occur outside a hospital. Learn practical skills, like how to perform #HandsOnly #CPR, to prepare for a #health #emergency. Learn more ways to #PrepYourHealth: <https://www.cdc.gov/phpr/npm/npm2018.htm> #NatIPrep

Facebook

- Prepare for public health emergencies, like hurricanes and pandemic influenza, by learning, living, & letting others know about personal health preparedness: Personal needs, Paperwork, Prescriptions, Power sources, and Practical skills. Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #NatIPrep
- Kids like to help. Use #ReadyWrigley checklists & activity books to help explain #emergency preparedness to children & involve them in gathering #health supplies. Download them free at <https://www.cdc.gov/phpr/readywrigley/index.htm> #PrepYourHealth #NatIPrep

Instagram

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Related resources:

- Webpages:
 - [Caring for Children in a Disaster](#)
 - [Emergency Preparedness and Response: Coping with a Disaster or Traumatic Event](#)
- Fact sheets:
 - [In an Emergency, You Can't Respond Effectively if You're Not Ready](#)
- Graphics, photos, and video:
 - [Easy as ABC: Steps to protect your child during emergencies in the school day](#)



Week 2: September 9-15

Pandemic Planning

We remember. We prepare. In the 100 years since the [1918 flu pandemic](#), CDC has used science, surveillance, and service to improve influenza preparedness. Although pandemics occur infrequently, CDC works year-round with its partners, including state and local public health departments, to detect, prevent, and prepare for the [next pandemic](#).

Social media

Twitter

- 100 yrs after #1918Flu, the world has made major advances in the science of flu prevention & control, incl. vaccines to help prevent flu & it's potentially serious consequences, global flu surveillance systems, & more. Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #PrepYourHealth #NatIPrep
- Flu viruses continue to pose one of the world's greatest public health challenges, & the risk of another flu pandemic is ever-present. Learn more about how @CDCgov is preparing for future flu pandemics: <https://www.cdc.gov/phpr/npm/npm2018.htm> #1918flu #NatIPrep
- #DYK? Seasonal flu and pandemic flu are not the same. Pandemic flu is a global outbreak of a new flu virus that is very different from circulating human seasonal flu viruses. Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #1918flu #PrepYourHealth #NatIPrep

Facebook

- 100 years after the 1918 flu pandemic, the world has made major advances in the science of flu prevention and control. Today we have vaccines to help prevent flu and its potentially serious consequences, global surveillance to monitor flu activity, and more. Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #PrepYourHealth #NatIPrep
- Flu viruses continue to pose one of the world's greatest public health challenges, and the risk of another flu pandemic is ever-present. There have been many advances since the 1918 influenza pandemic, but there is still much to do to improve our preparedness. Learn more about how @CDCgov is protecting the public and preparing for future flu pandemics: <https://www.cdc.gov/phpr/npm/npm2018.htm> #PrepYourHealth #NatIPrep

Instagram

- A flu pandemic is a global outbreak of flu disease caused by a new flu virus that can easily infect and spread between people. Most people around the world would not have immunity to the new influenza virus, so it is likely large numbers of people would become sick and need medical care. There have been four influenza pandemics in the last 100 years: 1918, 1957, 1968, and 2009. #1918flu #PrepYourHealth #NatIPrep <https://www.cdc.gov/flu/pandemic-resources/basics/past-pandemics.html>

Related resources

- Webpages
 - [1918 Pandemic Flu Commemoration](#)
 - [Influenza \(Flu\): Pandemic Influenza](#)
 - [Nonpharmaceutical Interventions \(NPIs\)](#)
 - [How CDC Protects Americans from Influenza Threats](#)
 - [Pandemic Influenza: Are We Prepared?](#)
- Graphics, photos, and video
 - [Influenza Milestones 1917–2009 Timeline](#)
 - [1918 Flu Historical Image Gallery](#)
 - [1918 Flu Pandemic](#) [VIDEO]



Week 3: Sept 16-22

Policy and Partnerships

Every response is local. Planning and preparedness for all types of public health emergencies, including pandemic influenza, is vital to keeping communities safe. States and communities are developing preparedness plans and strengthening their ability to respond. CDC plays a key role in getting states and local jurisdictions prepared for threats to personal and public health.

Social media:

Twitter

- Medical countermeasures (MCMs) are life-saving medicines & medical supplies used to diagnose, prevent, or treat conditions associated with various threats, including natural disasters & #pandemic #flu.
<https://www.cdc.gov/phpr/npm/npm2018.htm> #PrepYourHealth #NatIPrep #PHEPprogram
- Ever wonder what happens during a #publichealth #emergency? Check out Stories from the Field highlighting how states work with @CDCgov's #PHEPprogram to save lives when disaster strikes:
<https://www.cdc.gov/phpr/readiness/stories/> #PrepYourHealth #NatIPrep #PHEPprogram
- #DYK the #PHEPprogram is a critical source of funding for state, local & territorial #health depts, saving lives when public health emergencies occur? Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #PrepYourHealth #NatIPrep

Facebook

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- Ever wonder what happens during a public health emergency? Check out Stories from the Field highlighting how states work with @CDC's #PHEPprogram to save lives when disaster strikes:
<https://www.cdc.gov/phpr/readiness/stories/> #PrepYourHealth #NatIPrep #PHEPprogram

Instagram

- During a public health emergency, life-saving medicines & medical supplies may be needed to ensure the safety of a community. Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #publichealth #PrepYourHealth #NatIPrep #PHEPprogram

Related resources:

- Webpages:
 - [State and Local Readiness: the Public Health Emergency Preparedness Program \(PHEP\)](#)
 - [PHEP: Stories from the Field](#)
- Fact sheets:
 - [Public Health Emergency Preparedness Program: Every Response is Local](#) [PDF]
- Graphics, photos, and video:
 - [Public Health Emergency Preparedness Program \(PHEP\) Graphics](#)
 - [15 Years of the Public Health Preparedness Program](#) [VIDEO]



Week 4: Sept 23-30

Public Health Response

15 years of a dedicated EOC. When an emergency happens, CDC must respond quickly and to scale. When response efforts fail, outbreaks become epidemics and natural disasters become settings for illness and injury. CDC's Emergency Operations Center (EOC) brings together experts and state-of-the-art technology to detect and respond to public health emergencies, like the H1N1 influenza outbreak in 2009.

Social media:

Twitter

- An Emergency Operations Center (EOC) brings trained experts together to provide a real-time, coordinated response to disasters, emergencies, & disease outbreaks like #pandemic #flu. Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #PrepYourHealth #NatIPrep
- The @CDCgov EOC has been activated more than 90% of the time in the last 7 years, including for four highest-level responses: #Hurricane Katrina (2005), the H1N1 #flu outbreak (2009), the #Ebola outbreak (2014), & the #Zika virus response (2016). Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #PrepYourHealth #NatIPrep
- @CDCgov's EOC is staffed 24 hours a day, 7 days a week, 365 days to monitor & respond to developing situations around the world. Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm> #PrepYourHealth #NatIPrep

Facebook

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- As the nation's health protection agency, CDC has a long history of responding to public health emergencies across the U.S. and around the world. Whether salmonellosis or Ebola, hurricane or earthquake, or any number of other emergencies, CDC has responded to save lives and protect people from health threats. After years of managing emergency responses from available conference rooms with limited equipment, CDC saw the need for a dedicated EOC. In his role as chair of the CDC Foundation, Home Depot Co-Founder Bernie Marcus championed the cause to build a dedicated facility. In 2003, CDC's first dedicated EOC opened and ushered in a new era of public health emergency management at the agency. Fast forward 15 years, and CDC's EOC is now recognized globally as a model public health EOC. Learn more: <https://www.cdc.gov/phpr/npm/npm2018.htm>



Keep National Preparedness Month Going All Year

Though National Preparedness Month officially ends in the September, the conversation about emergency health preparedness should not. Here are some ways you can help us keep the topic of personal and public health preparedness on people's tongues and in their social media timelines year-round:

- Add a monthly blurb about preparedness to your newsletter.
- Save and share our social media graphics.
- Add our [syndicated web content](#) into your website.
- Download, print, and share [FREE Ready Wrigley activity books and resources](#).
- Follow @CDCemergency on [Twitter](#), and like us on [Facebook](#).
- [Sign up to receive email updates](#) from the CDC Office of Public Health Preparedness and Response.

Related resources:

- Webpages:
 - [CDC Emergency Operations Center: How an EOC Works](#)
 - [CDC Support for Emergency Operations Centers in the United States](#)
- Fact sheets:
 - [Emergency Operations: When Every Minute Counts](#) [PDF]
- Graphics, photos, and video:
 - [Emergency Operations Center \(EOC\) 101](#)
 - [EOC: CDC Public Health Responses](#)

